

CITY OF MIAMI BEACH
Office of the City Manager
Letter to Commission No. 062-2005



To: Mayor David Dermer and
Members of the City Commission

Date: March 4, 2005

From: Jorge M. Gonzalez
City Manager

A handwritten signature in black ink, appearing to read "Jorge".

Subject: ***"Movie In The Park" Is a Hit With Residents***

Parks & Recreation built it. They came, and they asked for more. Nearly 700 adults and children attended the inaugural free "Movie in the Park" Friday night February 25, 2005 at the North Shore Park!

The feature movie "Shark Tale" filled the inflatable outdoor silver screen, with patrons settled into lawn chairs and sprawled out on blankets. They munched on the free popcorn, and took advantage of the hotdogs, chips, soda and ice cream available for purchase. Parks & Recreation staff filled the minutes before the film started with relay races, trivia questions and other entertainment.

Customer feedback was very positive. Movie goers called it a "great event," and many asked that the free "Movie in the Park" be made a regular feature of Parks & Recreation programming. We are already responding to our customers' suggestions. Plans are currently underway to host another movie and to incorporate a series of movies into our existing "Free Family Fun" program.

You are cordially invited to visit our facilities and experience firsthand the recreational programs that offer something for every member of the family.

Should you have additional questions, please contact Kevin Smith at (305) 673-7730.

JMG/RCM/KS/JM/jm

c: Robert C. Middaugh, Assistant City Manager
Kevin Smith, Parks & Recreation Director
Julio Magrisso, Assistant Parks & Recreation Director